

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently amended) A method of providing a consumer with entertainment content coupled with updated advertisements, comprising:

providing player devices to a plurality of customers for use by said customers at customer locations;

~~recording entertainment content on a first medium;~~

~~recording advertisements on a second medium;~~

distributing entertainment content pre-recorded on ~~the first medium~~ entertainment content storage media to said customer locations, said entertainment content media including insertion points for advertisements; and

periodically distributing advertisements pre-recorded on ~~the second medium~~ advertisement storage media to said customer locations, wherein at least some of said advertisements are updated before being distributed;

wherein said player devices are configured such that, when a customer inserts an entertainment content medium and an advertisement medium into the player device at the customer's location, the player device displays selected entertainment content pre-recorded on the entertainment content medium along with advertisements pre-recorded on the advertisement medium, wherein said advertisements are displayed at said insertion points.

~~inserting a first medium containing customer-selected, pre-recorded entertainment content into a player device;~~

~~inserting a second medium containing pre-recorded advertising content into the player device;~~

~~displaying the selected entertainment content at the customer location via the player device; and~~

~~displaying advertisements from the second medium at times before, during, or after display of the selected entertainment content.~~

2. (Currently amended) The method of claim 1 wherein the ~~first medium~~ entertainment content storage media each have a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.

3. (Currently amended) The method of claim 1 wherein the entertainment content storage media and the advertisement media each ~~first medium and the second medium both~~ have a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.

4. (Currently amended) The method of claim 3 wherein the ~~first medium and the second medium are the same medium~~ entertainment content storage media and the advertisement media are disc storage media.

5. (Currently amended) The method of claim 1 wherein ~~the step of recording on the second medium~~ each of the advertisement media includes ~~recording~~ both advertisements and an index of entertainment content.

6. (Original) The method of claim 1 wherein the advertisements include current movie previews.

7. (Currently amended) The method of claim 6 ~~including the step of displaying~~ wherein the player devices are further configured to display the movie previews before displaying the selected entertainment content.

8. (Original) The method of claim 1 wherein the advertisements include commercial advertisements other than movie previews.

9. (Currently amended) The method of claim 8 wherein the player devices are further configured to display the commercial advertisements other than movie previews ~~are displayed~~ before displaying the selected entertainment content.

10. Cancelled.

11. (Currently amended) The method of claim 1 including the step of generating customer preferences by analysis of customer characteristics, and wherein the player devices are configured to selecting a subset of the advertisements contained in the ~~second~~ advertisement medium based upon customer preference.

12. (Currently amended) The method of claim 1 wherein ~~the first medium~~ each of the entertainment content media comprises a disc having a diameter greater than about 125mm and less than 300mm,

13. (Currently amended) The method of claim 1 wherein ~~the first medium~~ each of the entertainment content media comprises a disc having data recorded on a reflective layer and an optically transmissive coating having a total transmission of 635nm of less than the minimum transmission set forth as the standard DVD specification.

14. (Currently amended) The method of claim 1, wherein the player devices are further configured to permit ~~including the step of~~ downloading content from the player device to a second portable player device.

15. (Currently amended) A player device for generating audio visual signals representative of entertainment content with advertisements, said device comprising:

a reader mechanism configured for reading entertainment content prerecorded on a first medium and reading advertisements pre-recorded on a second medium, and

a processor configured for generating command signals inserting advertisements read by the reader mechanism from the second medium into entertainment content read by the reader mechanism from the first medium.

16. (Original) The player device of claim 15 wherein the reader mechanism comprises a first reader for reading the first medium containing the entertainment content and a second reader for reading the second medium containing the advertisements.

17. (Original) The player device of claim 16 wherein the first and second media reside one over the other in the player device for reading, and the device includes one reader above the top disc and the other reader below the bottom disc.

18. (Original) The player device of claim 15 wherein the reader mechanism includes a single optical pickup.

19. (Original) The player device of claim 18 wherein the first and second media are mechanically, sequentially moved for reading.

20. (Original) The player device of claim 16 including a memory device storing read data to permit seamless, uninterrupted insertion of advertisements into entertainment content.

21. (Currently amended) The player device of claim 15 including an input for displaying signals from a broadcast content source (~~e.g., cable TV or direct broadcast satellite~~) and inserting advertisements prerecorded on the second medium into the broadcast content.

22. (Currently amended) A method of providing ~~consumers~~ customers with entertainment content coupled with updated advertisements, comprising:

distributing to each ~~consumer~~ customer (i) a plurality of ~~first media~~ entertainment content media, each ~~first~~ entertainment content medium containing at least one of pre-recorded movies, music selections, information ~~or~~ and other content, said entertainment content media including insertion points for advertisements, (ii) at least one ~~second~~ advertisement medium containing a plurality of prerecorded advertisements, and (iii) a player device having the capability to read both the ~~first and second~~ entertainment content and advertising media; and

periodically, for example monthly, distributing to each of said customers pre-recorded advertising on a ~~second~~ an updated advertisement medium, wherein at least some of the advertising on said updated advertisement medium is updated with respect to previously distributed advertising;

wherein said player devices are configured such that, when a customer inserts an entertainment content medium and an advertisement medium into the player device, the player device displays selected entertainment content pre-recorded on the entertainment content medium along with advertisements pre-recorded on the advertisement medium.

playing consumer selected entertainment content via the first medium; and  
at times before, during or after the playing of the entertainment content, playing advertisements via the second medium.

23. (Currently amended) The method of claim 22 wherein each of the second medium advertisement media contains an index of available entertainment content.

24. (Original) The method of claim 22 wherein the step of distributing items (i), (ii) and (iii) to customers is free of charge to the customer.

25. (Original) The method of claim 22 wherein the step of distributing items (i), (ii) and (iii) to customers is at a charge to customers not exceeding production and shipping costs.

26. (Original) The method of claim 22 wherein the customers are provided with the entertainment content and updated advertisements without the necessity of the customers having cable TV or direct broadcast satellite service.

27. (Currently amended) The method of claim 22 including the step of inputting display signals from a broadcast source (~~e.g., cable TV or direct broadcast satellite~~) into the player device and inserting advertisements pre-recorded on the second medium into the broadcast content.

28. (Original) The method of claim 22 including the step of shipping entertainment content on first media to customers on a periodic basis.

29. (Original) The method of claim 28 wherein the periodic shipments are targeted to customer preferences.

30. (Original) The method of claim 22 wherein the entertainment content includes insertion points for display of advertisements, and including the step of displaying advertisements from the second medium at the insertion points.

31. (Currently amended) The method of claim 22 including the step of ~~consumers~~ archiving first media.

32. (Currently amended) The method of claim 22 including the step of charging customers for playing entertainment content on a ~~play~~pay-per-view basis.

33. (Original) The method of claim 22 including the step of charging customers for playing entertainment content on a subscription basis.

34. (Original) The method of claim 22 including the step of charging customers for playing entertainment content on a one time fee-to-own basis.

35. (Original) The method of claim 22 including the step of communicating information that is representative of the playing of entertainment content and advertisements between the customer and a system operator.

36. (Currently amended) The method of claim 22 ~~including the step of~~ wherein each of said player devices is configured for downloading content from the player device to a second portable player device.

37. (Original) The method of claim 36 wherein the portable player device includes a projector.

38. (Currently amended) The method of claim 22 wherein ~~the step of playing entertainment content from the first medium is carried out by an~~ each of the player devices includes an optical reader operating at or below 405nm.